

REMARKS

Claims 1-16 are pending in this application with claims 1 – 6, 8 – 11 and 13 – 16 being amended and claims 7 and 12 being cancelled by this response.

The Examiner states that claim 6 and 7 would be allowable if rewritten in independent form including all intervening limitations. In view of the Examiner's statements regarding allowability, claims 1 and 10 have been amended to include the features of claims 2 and 6.

Additionally, claims 1 and 10 have been amended to further clarify and more precisely define the claimed invention. Specifically, claims 1 and 10 are amended to state the at least one service item includes "a temporal interlude". Support for this feature is contained throughout the specification and more precisely on page 2 which defines "[a]n advertising interlude comprises one or more advertising sequences". Applicant respectfully submits that no new matter is added by the amendments to claims 1 and 10.

Claims 6 and 16 are amended by this response to recite "the second transmission is composed of by a plurality of recorded sequences, each sequence being fully displayed during the second step of displaying as long as the interlude is not ended". Support for this feature is found in Figure 6 and on page 7, line 16 – 30 of the specification which states that "the programme also analyses the proprietor field contained in the proprietor descriptor of the DVB SI tables of each transmission received, so as to determine whether the latter is or is not an advertising sequence" and "...is also responsible for detecting the end of the reading of an advertising recording". The service information indicates the beginning and the end of the advertisements, therefore the service information defines the duration of this advertising interlude. Furthermore, page 13 of the specification states "[i]f the displaying of the recording has terminated, the module tests whether the advertising interlude is still broadcast (step 9). As long as this interlude is broadcast, the module loops back to step 4 and initiates the displaying of a new recording each time. Otherwise (moment T2 - step 10) the event is broadcast again and since the advertising recording has just terminated, the displaying of the event can be resumed. In view of the above identified support in the Drawing Figures and

specification, Applicant respectfully submits that no new matter is added by the amendments to claims 6 and 16.

Claims 1 – 6, 8 – 11 and 13 – 16 are also formally amended for purposes of clarity to improve the general reabability of the claims. Applicant respectfully submits that these formal amendments contain no new matter.

Objection to the Abstract

The Abstract is objected to because it contains more than one paragraph. The Abstract is amended by this response to conform to the requirements of MPEP 608.01(b) to be a single paragraph. In view of the above remarks and amendments to the Abstract, Applicant respectfully submits that this objection has been satisfied and should be withdrawn.

Rejection of Claims 1-5, 8 & 10-16 under 35 USC § 102(e)

Claims 1-5, 8 & 10-16 are rejected under 35 U.S.C. 102(e) as being anticipated by Zigmond et al. (U.S. Patent No. 6,698,020).

The present invention discloses a process and receiver for displaying audiovisual transmissions in a digital television receiver including first transmissions being broadcast from a broadcasting center and displayed by a receiver. At least a first audiovisual transmission and at least one service information item defining a temporal interlude within the first transmission which are broadcast by the broadcasting center are received. The first audiovisual transmission is displayed until a moment defined by a beginning of the interlude. A recorded second audiovisual transmission is read and display of the second audiovisual transmission read is triggered at a moment defined by the beginning of the interlude. The first transmission is recorded in a memory of the receiver at a moment defined by an end of the interlude. The display of the recorded first transmission is triggered further to the second step of displaying of the second transmission. The display and the receipt of the first transmission

is shifted by a certain time. Amended claims 1 and 10 include similar features and are considered patentable for the reasons presented below.

Zigmond describes a system for inserting advertisements or visually displayed objects into video programming feeds at the household level. Advertisement selection and insertion at the household level greatly increases the efficiency of television advertising system for communicating a programming data that is displayed on a screen of a user's set top box. The adverts are downloaded and recorded in memory. "When a triggering event is received according to decision box 114, the video switch is activated in step 116, thereby interrupting the display of the video programming feed and displaying the selected advertisement." See column 17 line 28. However, Zigmond neither discloses nor suggests the invention as claimed in amended claims 1 and 10.

The Rejection on page 9 states that Zigmond fails to explicitly disclose a process for displaying audiovisual transmission in a digital television receiver broadcast from a broadcast center as claimed in amended claims 1 and 10. The Rejection acknowledges that Zigmond neither discloses nor suggests "a third step of displaying the recorded first transmission triggered further to the second step of displaying of the second transmission, the displaying and the receiving of the first transmission being shifted by a certain time" as claimed in amended claims 1 and 10. Therefore, Applicant respectfully submits that claims 1 and 10 are patentable over Zigmond.

Furthermore, Zigmond neither discloses nor suggests "at least one service information item defining a temporal interlude within the first transmission" and "a second step of displaying the second read audiovisual transmission triggered at a moment defined by the beginning of the interlude" as in the present claimed invention. The displaying step performed by the present claimed arrangement includes a triggering event that determines the beginning and the end of the advertisement displaying is able to move according to the selected adverts. Zigmond neither discloses nor suggests this feature. In fact, Zigmond discloses the triggering event broadcast by the network corresponds to a determined duration of the video programming feed that is replaced with the recorded local content. Thus, the

triggering event in Zigmond is stable and, unlike the present claimed invention, is unable to move according to the selected advertisements.

Therefore, in Zigmond, where the user does not introduce any command, there is no need to store the programming data during the local content space. Rather, the local content is extracted from the hard disk and displayed, at the end of the local content space, the set top box continues the displaying of the programming data.

Thus, Zigmond neither discloses nor suggests “recording in a memory of the receiver of the first transmission at a moment defined by the end of the interlude” and “displaying of the recorded first transmission triggered further to the second step of displaying of the second transmission, the displaying and the receiving of the first transmission being shifted by a certain time” as in the present claimed invention. Furthermore, in view of the above described operation of Zigmond, the present claimed features are unnecessary and unrelated to the proper operation of Zigmond. Therefore, it is respectfully submitted that Zigmond provides no 35 USC 112 compliant enabling disclosure that anticipates the present claimed invention.

The present claimed invention solves the problem associated with the stored second transmissions (for example: advertisements) having multiple durations and ensuring that the system does not unintentionally cut the end of the second transmissions. To resolve this problem, the present claimed invention time shifts the display of the first transmission with regard to the receipt of the first transmission. This time shifting, as shown in Figure 6 and described in the corresponding section of the specification, allows moving in the time the display of the first transmissions relative to the second transmission. Thus, the present claimed system is able to properly operate and display the transmissions when the duration of the stored second transmissions that replaces the content of a broadcast advertising page, is not identical of the duration of the replaced advertising page. Zigmond is not concerned with this problem nor does the Zigmond system resolve the problem resolved by the present claimed system.

In view of the above remarks and amendments to claims 1 and 10, it is respectfully submitted that Zigmond provides no 35 USC 112 compliant enabling disclosure that anticipates the invention claimed in claims 1 and 10. As claims 2 – 6, 8 and 9 are dependent on claim 1 and claims 11 and 13 – 16 are dependent on claim 10, Applicant respectfully submits that claims 2- 6, 8, 9, 11 and 13 – 16 are also not anticipated by Zigmond. Therefore, it is further respectfully submitted that this rejection has been satisfied and should be withdrawn.

Rejection of Claim 9 under 35 USC § 103(a)

Claim 9 is rejected under 35 U.S.C. 103(a) as being unpatentable over Zigmond et al.

Claim 9 is considered patentable based on its dependence on Independent claim 1 which has been amended to include the limitations of allowable claim 6. Therefore, Applicant respectfully submits that, in view of the amendments to claim 1 and the above remarks presented above with respect to claim 1, the rejection to claim 9 is moot and should be withdrawn.

Having fully addressed the Examiner's rejections, it is believed that, in view of the preceding amendments and remarks, this application stands in condition for allowance. Accordingly then, reconsideration and allowance are respectfully solicited. If, however, the Examiner is of the opinion that such action cannot be taken, the Examiner is invited to contact the applicant's attorney at the phone number below, so that a mutually convenient date and time for a telephonic interview may be scheduled.

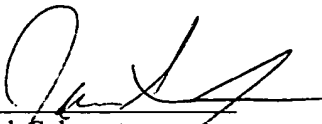
Application Serial No. 09/808,327

Attorney Docket No. PF000022

No additional fee is believed due. However, if a fee is due, please charge the fee to
Deposit Account 07-0832.

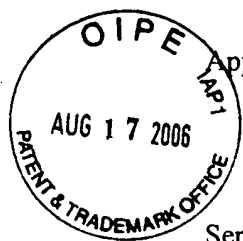
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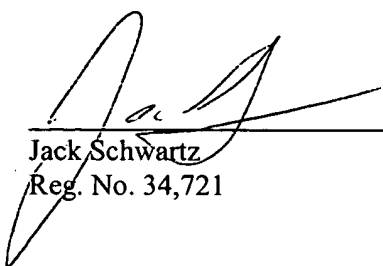
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CERTIFICATE OF MAILING

I hereby certify that this amendment is being deposited with the United States Postal Service as First Class Mail, postage prepaid, in an envelope addressed to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on:

Date: August 17, 2006



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